

# **SYSTEM RELIABILITY PROCUREMENT**

## **2019 Marketing and Engagement Plan**

## Table of Contents

Table of Contents .....	2
1. Introduction .....	3
2. Purpose .....	4
3. Timeline .....	4
4. Program Budget .....	4
5. Outreach Channels .....	5
5.1 Webinars .....	5
5.2 In-Person Demonstrations .....	5
5.3 Email .....	5
5.4 Digital Advertisements .....	6
5.5 Paid Search Terms .....	6
5.6 Social Media Engagement .....	6
5.7 Earned Media .....	7
5.8 Vendor Contact List .....	7
5.9 Contact Channels .....	7
6. Outreach Performance Evaluation .....	8
6.1 Webinars .....	8
6.2 Email .....	8
6.3 Digital Advertisements .....	8
6.4 Paid Search Terms .....	8
6.5 Web Traffic .....	8
Appendix A: Table of Terms .....	10

## 1. Introduction

The 2019 System Reliability Procurement (SRP) Marketing and Engagement Plan will provide information to the public, with the target audience being third-party solution providers, regarding the status, usefulness, and use-case scenarios of the Rhode Island System Data Portal (Portal).

The Rhode Island System Data Portal is an online, interactive mapping system created for developers to gain visibility to the electric grid distribution system. The Portal contains distribution feeder and substation information including feeder characteristics such as geographic locations, voltage, feeder ID, planning area, substation source as well as loading and available distribution generation hosting capacity. The Portal went live on June 30, 2018 and is a new digital asset of National Grid for use by third-party solution providers.

There may be additional opportunities for installations of alternative solutions and technologies that reduce peak load outside of National Grid's<sup>1</sup> consideration and proposal of cost-effective Non-Wires Alternative (NWA) projects. A Marketing and Engagement Plan will nurture these inherent opportunities with the work the Company is doing on the Portal, and to encourage and engage Distributed Energy Resource (DER) solution providers to support the strategic deployment of these solutions to benefit constrained areas.

Such engagement will enable third-party solution providers and vendors to more easily access available information about National Grid's electric distribution system in Rhode Island and therefore further enable these solution providers to create, submit and develop innovative energy solutions for Rhode Island customers. The Marketing and Engagement Plan upholds the commitment of National Grid and the State of Rhode Island to advance a more reliable, safe, and cost-effective energy landscape for residents and businesses of Rhode Island.

The Company proposes the 2019 SRP Marketing and Engagement Plan to promote the Portal and associated resources described in the 2018 and 2019 System Reliability Procurement Reports as they exist and are developed.

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<sup>1</sup> The Narragansett Electric Company d/b/a National Grid (National Grid or Company)

## 2. Purpose

The purpose of the Marketing and Engagement Plan is to raise awareness of and drive engagement with the Rhode Island System Data Portal and associated map resources to all appropriate Rhode Island parties, with the primary target audience being third-party solution providers.

## 3. Timeline

The 2019 SRP Marketing and Engagement Plan will take place during calendar year 2019, effectively starting on January 1 and ending on December 31.

## 4. Program Budget

The budget for SRP Marketing and Engagement is \$84,000 to support this initiative in 2019. The Company estimates that \$56,000 will be needed to support the development and distribution of marketing materials and vendor costs. The Company estimates that \$28,000 will be needed to support program planning and administration, which includes managing program vendors, the program tracking mechanisms and evaluation processes.

Please note that this budget does not include funding associated with marketing for other programs such as RE Growth, Connected Solutions, and EE. The budget for the 2019 Marketing and Engagement Plan only accounts for marketing and engagement efforts with respect to the Rhode Island System Data Portal.

## 5. Outreach Channels

This section provides an overview of the primary business-to-business (B2B) outreach and engagement channels National Grid plans to implement through the Marketing and Engagement Plan for calendar year 2019 to engage with third-party solution providers.

### 5.1 Webinars

National Grid plans on presenting in-depth technical web-based walkthroughs in webinars. Webinar events and hosting will be coordinated by a third-party marketing vendor, with National Grid employees providing the walkthrough, question response, and content.

Webinars connect National Grid with third-party solution providers, provide these vendors with pertinent information and guidance on how to use the Portal, and provide an open forum for questions and answers.

National Grid plans to provide four webinars throughout the calendar year, with one performed each quarter. Additional webinars may be held as needed depending on any major updates made to the Portal in calendar year 2019.

### 5.2 In-Person Demonstrations

National Grid plans on presenting in-depth technical in-person demonstrations. In-person demonstrations will be coordinated and hosted by National Grid.

In-person demonstrations are similar to webinars in purpose, with the added benefit that hands-on guidance can be provided to the vendor during the demonstration.

National Grid plans to provide two in-person demonstrations, with one performed per half year for calendar year 2019. Additional in-person demonstrations may be held as needed depending on external stakeholder or vendor meeting and event opportunities.

### 5.3 Email

National Grid plans on performing email outreach to third-party solution providers. Email campaigns will be coordinated and delivered by a third-party marketing vendor.

Email marketing helps to maintain and raise awareness for current and new vendors, notify vendors of any major changes or updates to the Portal, and impresses upon vendors that the Portal is a useful tool to use as part of project and proposal development.

National Grid plans on performing four email campaigns, with one campaign performed per quarter, to maintain awareness of the Portal among the current vendor base. Additional email marketing to National Grid's vendors will occur as needed for major updates. Email marketing for any new vendors will occur as needed to welcome and onboard the new vendors.

#### **5.4 Digital Advertisements**

National Grid plans on continuing digital advertisements through calendar year 2019. National Grid will work with a third-party marketing vendor to place digital advertisements.

Digital advertisement placements generate awareness for third-party solution providers overall. Digital advertisements have the added benefit of generating awareness for vendors who are not yet in National Grid's vendor list and therefore aren't receiving emails or webinar/demo notifications.

#### **5.5 Paid Search Terms**

National Grid plans to continue the paid web search terms strategy through calendar year 2019. National Grid will work with a third-party marketing vendor to effectuate paid search terms to market the Portal by Search Engine Optimization (SEO) with search engine keywords by paying to prioritize the Portal in identified searches via engines like Google, Yahoo, Microsoft Bing, etc.

Search Engine Optimization is the process of maximizing the number of visitors to a website by ensuring that the site appears high on the list of results returned by the search engine.

Paid search terms enable the Portal to be populated much higher in a web search results list. This search result improvement allows vendors to more easily receive search results relevant to the Portal. A web search is another venue where new vendors can find out about the Portal through the use of related terminology.

#### **5.6 Social Media Engagement**

National Grid plans to post updates on the Company pages of LinkedIn to enable another venue of outreach to new and existing vendors. National Grid will create and manage these posts directly.

Posting important updates on a business-oriented social media platform will help to maintain awareness of the Portal and to concisely call out important changes to the Portal for vendors.

## **5.7 Earned Media**

National Grid plans to explore developing strategic articles to place in appropriate industry and trade publications. Publishing industry articles will help highlight the Portal and its purpose to vendors in an additional channel to email and web outreach.

## **5.8 Vendor Contact List**

National Grid plans to procure a contact list of vendors to expand the Company's scope of outreach to new vendors. Vendor contact lists are available from third-party outreach vendors.

Procuring a vendor contact list will enable National Grid to directly contact vendors, especially new vendors, who are not currently being reached via email marketing or web advertisements.

## **5.9 Contact Channels**

National Grid plans to create a dedicated email distribution list for all appropriate inquiries related to the Portal. National Grid also plans to coordinate existing email distribution lists on the Portal so vendors can optimally communicate with the topically-corresponding internal team.

## 6. Outreach Performance Evaluation

National Grid will continuously monitor, track, and assess the effectiveness of the 2019 SRP Marketing and Engagement Plan.

In order to achieve the purpose of the Marketing and Engagement Plan, the outreach efforts are to meet or exceed the goals outlined in this section.

National Grid will use the following performance metrics and goals for Marketing and Engagement Plan evaluation:

### 6.1 Webinars

Attendance: Achieve average webinar attendance greater than or equal to 35. There is no industry average benchmark because webinar attendance varies per event and topical substance.

### 6.2 Email

Open Rate: Achieve an average email open rate greater than or equal to 15% for email campaigns. The industry average email open rate benchmark is 15%.

### 6.3 Digital Advertisements

1. Ad Impressions: Achieve average ad impressions greater than or equal to 400,000 for digital advertisements. There is no industry average benchmark for ad impressions because impressions vary based on budget.
2. Click-Through Rate (CTR): Achieve an average CTR greater than or equal to 0.60% for digital advertisements. The industry average CTR benchmark is 0.40%.

### 6.4 Paid Search Terms

Web Rankings: Maintain the Rhode Island System Data Portal in the top five web search results for our top-performing paid search terms. (The Portal will be returned as one of the top five search results when a top-performing paid search term is used.) The industry standard for Search Engine Optimization (SEO) is for rankings to appear “above the fold”, or on page one of the search results.

### 6.5 Web Traffic

Total Site Visit: Achieve average total site visits greater than or equal to 1,500. There is no industry standard for web traffic specific to one designated landing page.

Table 1. Outreach Performance Evaluation Goals

<b>Outreach Channel</b>	<b>Corresponding Metric</b>	<b>Goals</b>
Webinars	Attendance	Average Attendance $\geq$ 35
Email Outreach	Open Rate	Average Open Rate $\geq$ 15%
Digital Advertisements	Click-Through Rate (CTR)	Average CTR $\geq$ 0.60%
Digital Advertisements	Ad Impressions	Average Ad Impressions $\geq$ 400k
Paid Search Terms	Web Rankings	Web Rankings $\geq$ 5 <sup>th</sup>
Web Traffic	Total Site Visits	Average Total Site Visits $\geq$ 1,500

## Appendix A: Table of Terms

Below is a table to help provide clarity on the marketing and related terms.

<b>Term</b>	<b>Definition</b>
<b>Clicks</b>	The number of times an individual selects or clicks on an advertisement or its equivalent.
<b>Click-Through Rate (CTR)</b>	The rate of clicks per impression, calculated by clicks divided by impressions. This represents, in part, the percentage of times users have clicked on a banner.
<b>Digital Ad Placements</b>	A specific group of advertisements on which an advertiser can choose to place their ads using placement targeting. A digital placement is one that takes place on digital media, such as the internet.
<b>Impressions</b>	The number of times an advertisement was viewed.
<b>Non-Wires Alternative (NWA)</b>	The inclusive term for any electrical grid investment that is intended to defer or remove the need to construct or upgrade components of a distribution and/or transmission system, or “wires investment”.
<b>Open Rate</b>	The percentage of people who opened an email out of the total number of recipients. This number will include people who opened the email more than once. An indicator of subject line success and topic relevance.
<b>Paid Search Term</b>	A phrase or word on which advertisers bid to trigger their website or webpage to be shown to relevant users, dependent on term used.
<b>Rankings</b>	The position of a website or webpage in a search result list, dependent on the term used in the search engine.
<b>Returning Site Visit</b>	The number of times a unique first-time visitor returns to the website.
<b>Search Engine Optimization (SEO)</b>	The process of maximizing the number of visitors to a website by ensuring that the site appears high on the list of results returned by the search engine.
<b>Total Site Visits</b>	The total number of visits of individuals to a website during a given period. Total site visits are the sum of unique site visits and returning site visits.
<b>Unique Site Visit</b>	The number of visits of distinct individuals to a website during a given period. Does not include the number of revisits that an individual makes to the website.
<b>Webinar</b>	A live, web-based video conference that uses the internet to connect the individual hosting the conference to an audience of viewers. A portmanteau of the terms “web seminar”.